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**JANET NAPOLITANO**  
Governor

**RICHARD G. FIMBRES**  
Director  
Governor's Highway Safety Representative

**MEDIA ADVISORY**  
**June 22, 2006**

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**GOVERNOR'S OFFICE OF HIGHWAY SAFETY TO KICK-OFF  
"PASS THE KEYS (PASA LAS LLAVES)" DUI CAMPAIGN  
TO REDUCE IMPAIRED DRIVING IN TUCSON & SOUTH TUCSON**

**Wednesday, June 28, at 9:30 a.m. at El Presidio Park**

**Tucson**– In Arizona in 2004, 38% of all traffic deaths were alcohol related. In 2003, 3,167 persons of Hispanic origin were fatally injured in traffic crashes in the U.S. and 48 percent of those fatalities were alcohol-related (compared with 40 percent of the general population). The Governor's Highway Safety Program will hold a Kick-off Press Conference to announce a National Highway Traffic Safety Administration (NHTSA) funded project entitled, "Demonstration and Evaluation of Strategies to Reduce Impaired Driving Fatalities and Injuries within the Hispanic Population." The slogan of the thirty-month campaign is, *Pass The Keys/Pasa Las Llaves*. The program seeks to demonstrate effective strategies, including high visibility enforcement, education and communication, in order to reduce alcohol-related motor vehicle death and injury in Hispanic communities. The program also will collect data from Hispanics on their knowledge and perceptions of DUI issues.

**WHAT: Press Conference for "Pass The Keys/Pasa Las Llaves" campaign to reduce Impaired Driving in Tucson and South Tucson.**

**WHEN: Wednesday, June 28, at 9:30 a.m.**

**WHERE: El Presidio Park, between the old County Court House and City Hall.**

**WHO: GOHS Director Richard Fimbres;  
Bishop Gerald Kicanas; Father Raul Trevizo Vicar for Hispanic Affairs, St. John the Evangelist Parish;  
Representative of Tucson Police; Representative of South Tucson Police;  
Ruben Perez, Mothers Against Drunk Driving  
Carlos Flores Vizcarra of the Mexican Consulate;  
Representatives from the National Highway Traffic Safety Administration  
Tucson City Court; Pima Prevention Partnership –Project Evaluators**

**NOTE: Spanish-speaking officials and partners in the program will be available to discuss this project in Spanish.**